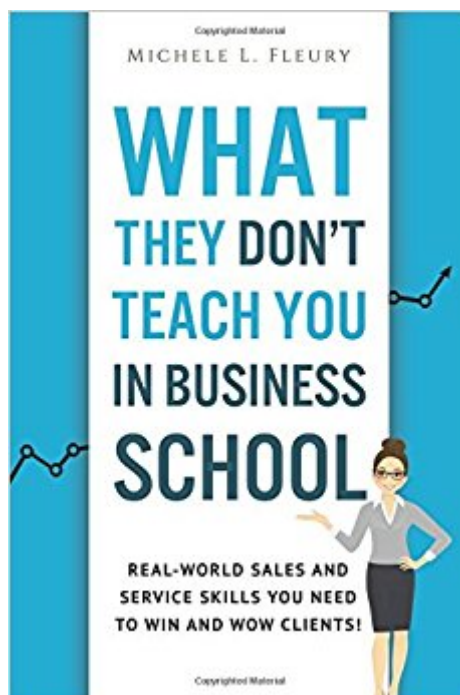




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# What They Don't Teach You In Business School: Real-World Sales And Service Skills You Need To Win And Wow Clients!



## Synopsis

Want to win more customers? Want to know what to say to clients and how to say it? Want your clients to love your company and willingly refer you to others? This book will illustrate simple communication, sales, and customer service techniques that you can immediately implement in your business and in your relationships with your clients. In this book, you will learn **“tried and true”** tactics, not **“pie in the sky”** ideas that are so broad they leave you wondering what to do next. So you’ve already started a business, you’re incredibly talented with a creative skill, people keep telling you that your work is wonderful or that your business idea is great **•** but you can’t seem to get good customers and keep them. Maybe you get the client the first time, but they never come back to your business again, and no one is referring other people to you. Perhaps you’ve started a small company, but you have no business experience or training, and you have no idea how to sell, service, or communicate with customers. The tips in this book represent a lifetime of helpful hints and specific tactics used in the author’s corporate sales career (and in her own small business) -- for over 25 years -- to communicate, sell, service, and satisfy clients of all kinds. Here are just a few things you’ll learn in the book: Basic & Effective Communication Techniques How to Properly Set Client Expectations (and still achieve client satisfaction!) Questioning & Listening Techniques Tips to Resolve Customer Issues How to Handle the First Client Meeting in 10 Easy Steps How to Put Together a Contract How to Ask for and Get Positive Reviews from Clients Follow the advice in this book and you’ll immediately make a positive change in your business by communicating more effectively, providing better service, and improving client relationships. What’s stopping you from learning how to talk to your clients, how to present and sell to them, and how to give them first-rate service? These are the keys to success for any small business. So what are you waiting for? Hit the "buy now" button!

## Book Information

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## Customer Reviews

The daughter of hard-working parents (Dad was a school teacher and Mom was an executive assistant), Michele was brought up in a small town in Massachusetts. Michele grew up wanting to leave "small town America" and experience the world. Although she grew up with friends, was outgoing, and was successful in academics and school activities, Michele felt like a "square peg trying to fit in a round hole" in a place where the small town "mentality" seemed to be all around her. After getting good grades in high school, Michele was accepted to Boston College, where she studied and graduated with honors with Bachelor's degrees in both Marketing and Economics. After working in the corporate world successfully in various sales, account management, and marketing positions, Michele developed a strong desire to leave the "corporate grind" and wanted to start her own business. Although the corporate paycheck was great, Michele had an entrepreneurial mindset. However, she was afraid to leave the security of the high-paying, salary-plus-commission jobs she was accustomed to. After starting the business part-time, Michele and her husband founded MPD Video Productions, and they eventually left corporate to run the business full-time. Michele and her husband both wanted "out" of corporate America so badly that they sold their big house, moved to a less expensive town, and downsized to cut expenses while building their business. The company is now an award-winning video production company. Upon entering the small business arena, Michele quickly realized how many business owners lack critical sales and service skills, and how strongly this deficiency and inability to work with clients affects the success of their businesses. Michele felt compelled to share her vast knowledge and experience with the world, in order to help other business people with selling and servicing prospects and customers, communicating and setting expectations, and building customer loyalty. If she inspires just one more person to leave the "corporate grind" to start a successful business, or if she helps another small business owner "win and wow" more customers, she has accomplished her goal by writing this book. Michele has a love of working with customers and thrives on providing a positive experience for all her clients. She lives in Massachusetts with her husband Alan. Contact her at [michele.mpdvideo@gmail.com](mailto:michele.mpdvideo@gmail.com), or through her video company's website at [www.MPDVideo.com](http://www.MPDVideo.com).

What They Don't Teach You In Business School is filled with essential tips and ideas to improve the different areas of a business. So many people can benefit from remembering the basics in common courtesy, ethics, honesty, and manners. Michele Fleury gives many examples and tips to go above and beyond for the customer. Customer relationships are the foundation of almost every business. Her example of how fixing a mistake with urgency and courtesy can lead to a stronger client relationship, was a powerful demonstration of how to deal with bumps in the road and come out of it shining. I liked how the author finished each chapter with a pertinent question that focused on my business and the material covered. Anyone working with customers/ clients, especially those in a service based industry, should read this book.

Having graduated biz school 20 years ago, I have some ideas on what was not taught or I did not learn there, so I picked up this book just to compare notes. What a shame this book isn't on the required reading list for all MBAs and biz students of every other stripe, because Michele Fleury covers the vital topic barely mentioned to either marketing or finance majors which is how to relate to your customer. This is a sort of emotional intelligence that I don't recall getting any attention back in my biz school days; perhaps still true. If you are a current business student or anyone not getting the results you hoped to get in your profession, could it be you need better customer service skills? If so, get this book, read it, and take the time to reflect. It could make the difference for you between pleasing your customers and having few or no customers. The particular strength in this book is exactly how to communicate with customers - what to say, when, how and why, with specific examples. My own biz school education taught all the bells and whistles of finance, accounting, accountability, governance...but not nearly enough about the only thing that actually matters, which is Please Your Customer. This book helps fill that gap and is recommended for anyone who wants better results, no matter if they provide a product or service and whether entrepreneur or staff member. An excellent book, fast and easy to read with excellent lessons. A+ !

As a business owner and a customer service provider for over 20 years; I like that this book shared the key ingredient in successfully running a business: Customers! There will be no business without customers. This is a good reminder to business starters and business owners not to be so technical that we sometimes forget the human touch on business when we get so caught up at times.

Excellent excellent excellent book. It goes back to basic common sense approaches to starting and

owning your own business. It's nothing new but it's great to have these little tid bits of advice and information in front of you as a reminder when you're running a business. I highly recommend this book for any entrepreneurs or wanna be entrepreneurs. It's just good solid information and easy to read.

I felt the fire for excellence in every chapter of this book. Without a doubt, Michelle is a person of integrity, both in her private and professional life. The wise entrepreneur would do well to emulate her ways. I was motivated, inspired, amazed, and blessed to read this book! She makes a practice of excellence. You will see as you read how a person of integrity responds to a myriad of situations. Don't get me wrong. She does not toot her own horn. Her approach in each situation demonstrates sensitivity, self control, and wisdom. I will be rereading this book. I give it my highest recommendation.

The author shares her experience on how to work and talk with the clients and how to turn them into satisfied repeat customers. The approach goes back to the common sense basics like remembering and using customer names, being on time, delivering on promises, saying thank you. The key to success is communication and the book covers various aspects communication extensively. A lot of the advice in the book is common sense, but it is well organized with a lot of examples. Ali Julia review

What I love about this book is the detailed steps, especially around having the initial conversations with prospects, communication with customers and maintaining a great customer relationship. As a new business owner about to have a call with a prospect tomorrow, this book was a timely read. I also appreciate the real life examples the author uses from her very own business. Awesome business book!

It's amazing how "school" makes everything complicated. Especially business. But it doesn't have to be, especially when you focus on the basics. And apparently, the basics are not what they teach you in "business school." This simple and powerful book will get you on track to building a healthy business with one primary force: love your customers, and they will love you. All else are merely details, and that's where this book shines.

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